



BANTA DIVISION

George Banta Company, Inc.

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If you are not familiar with the "Banta Book System," I hope you'll take the time to review the enclosed brochure. Book Production Industry magazine calls this unique process the "most revolutionary book manufacturing development in a decade." Cost reduction can range from 30 to 50 percent, in some instances, over conventional production methods. It's the proven, economical way to manufacture your short or long run titles.

As one of the country's largest printers and binders, the Banta Company has pioneered Belt Press production. We're now adding our second such in-line system...to provide publishers with even greater schedule flexibility and economics.

Your price inquiries or requests for additional information on the Book System (or any of our 18 web offset presses or total binding facilities) will be welcomed at any time. Our location in the largest paper producing area of the United States should also prove advantageous to you...so please contact us soon.

Sincerely yours,

David W. Robinson
Southeastern Regional Sales Manager

DWR/sp